

# LIGHTEN UP BOULDER. BIKE LIGHTS ARE A BRIGHT IDEA.



IF YOU'RE riding between dusk and dawn without a mounted white headlight and reflectors, YOU'RE

**BREAKING THE LAW.**

The fine for riding at night without a light is **\$50**. But the good news is you can use the attached coupons and receive **10% - 30% off** at local retailers on the bike light accessories **required by law**.

**Save money on equipment that could SAVE YOUR LIFE.** Print out this email and bring these coupons to any of the retailers listed to receive your headlight and reflector discount.

A partnership of:



## RETAILERS OFFERING A 15% DISCOUNT ON NITE IZE:



*(Can't be combined with other offers)*

**Boulder Army Store**  
1545 Pearl St.

**CU Bookstore**  
1669 Euclid Ave.

**McGuckin Hardware**  
2525 Arapahoe Ave.

**Into the Wind**  
1408 Pearl St.

Coupon Code: WBM  
Expires: 11/11/11

## BIKE SHOPS OFFERING A 10-30% DISCOUNT ON BIKE LIGHT ACCESSORIES:

*(Can't be combined with other offers)*

**Boulder Cycle Sport North (15%)**  
4580 Broadway

**Boulder Cycle Sport South (15%)**  
629 S. Broadway

**Community Cycles (20%)**  
2805 Wilderness Pl.

**Full Cycle: the Hill (15%, one light per customer)**  
1211 13th St.

**Full Cycle: Downtown (15%, one light per customer)**  
1795 Pearl St.

**Performance Bicycle Shop, Boulder (10%)**  
2450 Arapahoe Ave.

**Sports Garage (30%)**  
2705 B Spruce St.

**University Bikes (15%)**  
839 Pearl St.

**Vecchio's (10%)**  
1833 Pearl St.

**www.21wheels.com (20%)**

Coupon Code: WBM  
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**WHEN YOU RIDE WITHOUT A LIGHT,  
YOU CAN'T SEE AHEAD – AND DRIVERS CAN'T SEE YOU.**